



News Release

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SBA Names 2006 North Carolina Minority Small Business Champions of The Year

CHARLOTTE - Michael and Ramona Woods of ASHTAE Products Inc. in Greensboro, NC have been named the Small Business Administration's 2006 North Carolina Minority Small Business Champions of the year for their commitment to support minority entrepreneurship.

They were nominated by Kathy Elliot Vice President for Small Business at the Greensboro, NC Chamber of Commerce. The award recognizes the Woods' for their efforts to advance minority small business interests and to improve economic conditions in the minority small business community.

The Woods' work with minority entrepreneur groups by speaking and arranging for speakers to share expertise and information with interested entrepreneurs. They also work with non-profit organizations like the Greensboro Chamber of Commerce, and various church organizations to spread the word about key events that would enhance small minority businesses.

Michael and Ramona identify critical needs in the minority business community, motivation and information sharing. Through their volunteer efforts at churches and small business programs, they spearhead the entrepreneurs training workshop at Evangel Fellowship Church of God in Christ called The Wisdom Training Institute. They have donated their time and resources to organizations like the Greensboro Chamber of Commerce, University of North Carolina at both Chapel Hill and Greensboro and at Business Empowerment Seminars abroad.

They conduct a "boot camp" which offers a strong foundation for personal growth; physical, mental, emotional and financial fitness. It is open to entrepreneurs cosmetologists and people interested in growing their businesses and achieving new and higher goals than they thought possible.

In 1995, they launched ASHTAE Products Inc., which sells multi-cultural hair care products to professional salons and beauty schools in the U.S., Canada, Germany, Europe, and the Caribbean. The Woods', whose passion has become empowering professional cosmetologist all around the world to become more successful by educating them in the areas of business technical skill training, and finance.

In 2005 Michael and Ramona Woods received the Greensboro Chamber of Commerce Minority Small Business Persons of the Year award. They were featured in The Business Journal for being entrepreneurial leaders, who run a successful company, and also featured by SCORE for the success they have gained through SCORE's mentorship.

For more information contact Michael and Ramona Woods at 336-272-1115 or wmiketodd@aol.com.

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